Workforce Issuance

100 DCS 14.445   ☐ **Policy**   ☑ **Information**

To:	Chief Elected Officials
	MassHire Workforce Boards Chairs
	MassHire Workforce Board Directors
	MassHire Career Center Directors
	MassHire Fiscal Officers
	MDCS Operations Managers
cc:	WIOA State Partners
From:	Alice Sweeney, Director
	Department of Career Services
Date:	March 17, 2022
Subject:	**Grow with Google (GwG) Training Scholarship Program - Updates**

_____

Purpose: To notify MassHire Workforce Boards, MassHire Career Center Operators, MassHire Career Center staff and partners of the Grow with Google (GwG) Training Scholarship Program and staff training. As the program roll out continues, additional materials and information will be provided as part of this issuance.

Background: The National Association of State Workforce Agencies (NASWA) has partnered with Google and Coursera to offer the Google Career Certificate Scholarship Program to prepare customers for a new career in three to six months in high-growth fields with no experience required.

Recipients will get professional training through Coursera that was designed by Google to earn a credential in Data Analytics, IT Support, Project Management, User Experience (UX) Design, Digital Marketing & E-Commerce, and IT Automation with Python, along with the opportunity to connect with top employers that are currently hiring.

The Google Career Certificate scholarship program in partnership with NASWA, provides no cost access to these certificates via workforce state agencies and are available to job seekers. The program is expected to last for two years.

The objective for offering GwG Scholarships is to continue to support Economic Recovery efforts by providing tangible training and job opportunities for individuals impacted by the economic downturn.

Update: Google Career Certificate Withdrawal Guidance (refer to Attachment G)

The Google Career Certificate Program has a limited number of Scholarships available. As a result, assigned Scholarships that are not actively being used should be withdrawn from candidates for reassignment. The following actions will occur prior to withdrawal of a Scholarship:

The Coursera online training platform provides multiple automated messages to Scholarship recipients to encourage engagement (see examples in attachment).

We strongly encourage staff to reach out directly to Scholarship recipients who have not actively engaged in the training, based on the Coursera reports, to inquire about continued interest. Remind the customer they can request another Scholarship at a later date, if appropriate. Agree to a one-week follow-up at which time inactivity will result in withdrawal of the Scholarship.

An email summarizing the above bullet should be sent following the discussion. A note should be entered in MOSES.

If a scholarship recipient remains inactive as of the date agreed upon, the Google Scholarship administrators and counselors will need to communicate to withdraw their Scholarship.

MOSES notes should be updated to reflect all communications and actions regarding these activities.

Update: New Google Certificate Added to Coursera (refer to Attachment R)

The Google Digital Marketing and E-Commerce Certificate has been added to the Coursera course offerings.

Update: Added attachments

Attachments J through R have been added. Attachments C, F, and I have been updated.

**Action
Requested:**   Please share this issuance with all management and staff.

Effective: Immediately

Inquiries: Please direct all questions to Kim Leonard at kim.m.leonard@detma.org.
Please reference this MassHire Department of Career Services Workforce
Issuance number in your inquiry.

Attachments: A: Coursera Administrator Guide
B: Coursera Learner Guide
C: Prescreening Tool – fillable *(updated 5/19/22)*
D: Prescreening Guide
E: Follow-up Survey – fillable
F: GwG Flyer *(updated 5/19/22)*
G: GwG Career Certificate Withdrawal Guidance *(posted 4/25/22)*
H: GwG PPT Slides *(posted 4/25/22)*
I: GwG CCS Slide *(updated 5/19/22)*
J: GwG Crystal Report *(updated 4/29/22)*
         https://www.mass.gov/service-details/reports-by-category
K: GwG Spanish Flyer *(posted 5/19/22)*
L: GwG Spanish Prescreening Tool *(posted 5/19/22)*
M: Data Analytics - Course Outline *(posted 5/19/22)*
N: IT Support - Course Outline *(posted 5/19/22)*
O: UX Design - Course Outline *(posted 5/19/22)*
P: Project Management - Course Outline *(posted 5/19/22)*
Q: IT Automation with Python - Course Outline *(posted 5/19/22)*
R: Digital Marketing & E-Commerce - Course Outline *(posted 5/19/22)*

MDCS conducted two training programs, one was for the designated Coursera
Administrators and their back-ups, and the other was for all staff. The trainings
were held on the dates and times below, and trainees only needed to attend one
training. It was strongly recommended that Directors and Managers attend the
March 28th or 29th training.

| Monday, March 28, 2022 | 10am – 12pm | Coursera Administrators and back-up Administrators; Directors and Managers |
| Tuesday, March 29, 2022 | 2pm – 4pm | Coursera Administrators and back-up Administrators; Directors and Managers |

For the designated Coursera Administrators, back-up Administrators, Directors and Managers training, the Webex link will be sent prior to the training		
Tuesday, April 5, 2022	2:30pm – 4pm	All Staff
Thursday, April 7, 2022	11am – 12:30pm	All Staff
For all staff training, please register using the Eventbrite link below: https://www.eventbrite.com/e/grow-with-google-gwg-training-scholarships-tickets-289887400017		

* *MassHire Department of Career Services ("MDCS") uses EventBrite for the sole purpose of registering and tracking registrations and attendance for MDCS-sponsored training. EventBrite is an open site, and is not a partner of, endorsed by, affiliated with, or otherwise maintained by the Commonwealth of Massachusetts or MDCS. As an open platform, content on EventBrite is not moderated. References on EventBrite to non-MDCS products, groups, or entities do not constitute an endorsement or recommendation by MDCS, its officials, or its affiliates. For questions regarding training registration, please contact MDCS Central Programs.*